

YOUR COOPERATIVE/YOUR BUSINESS

In the early 1930's, prior to the establishment of electric cooperatives such as **Clark Electric Cooperative**, rural America was almost in total darkness. Nearly 90% of our nation's rural areas were without electricity.

On May 11, 1935, Congress acted to remove rural areas from the "Dark Ages" by creating the Rural Electrification Administration (REA). At first, low interest REA loans were made available to commercial power companies for the purpose of electrifying rural areas. However, these utilities didn't see much need in participating in the program. So, seeing the need, REA turned to providing financing for customers who wanted electricity but were being bypassed. Locally owned, not-for-profit cooperatives were born.

CORPORATE PROFILE – WHO WE ARE

Clark Electric Cooperative is a distribution cooperative incorporated under the laws of the State of Wisconsin on April 1, 1937, and is located in Greenwood, Wisconsin. Clark Electric Cooperative was born out of a consolidation between Clark Electric (Neillsville), Big Four Electric (Spencer), and Willard Electric (Willard). The service location of Greenwood was chosen because it is centrally located within our service area. Since inception, electric service has been extended to farmsteads, businesses, and industrial operations in sparsely populated areas of Clark, Chippewa, Jackson, Marathon, Taylor, and Wood counties. Our service area extends more than 1,950 miles of distribution line.

Clark Electric Cooperative is a true cooperative. It is a private, not-for-profit service oriented utility owned by the members it serves. Clark Electric Cooperative was established to improve the quality of life of its members by providing electric service to the remote areas of our service area at the lowest possible cost. Today our mission has expanded somewhat from just providing electric service to other areas that will improve our members' quality of life. Satellite TV, High Speed Satellite Internet, Health Monitoring, and Economic Development activities are a few examples of how we strive to improve the rural way of life.

Clark Electric Cooperative is owned and controlled by the rural families and businesses we serve. We are governed by a Board of Directors, elected from the membership, by the membership. Each cooperative member has one vote in the election of Directors.

Clark Electric Cooperative is a **Touchstone Energy Cooperative**. Touchstone Energy is a program being used by electric cooperative across the country to help distinguish themselves as preferred providers in the electric utility marketplace. Touchstone Energy Cooperatives are pledged to operate with integrity, accountability, innovation, and a spirit of community awareness. When you see the Touchstone Energy logo you can be sure you're receiving the highest level of service possible from your friends and neighbors at **Clark Electric Cooperative**.